



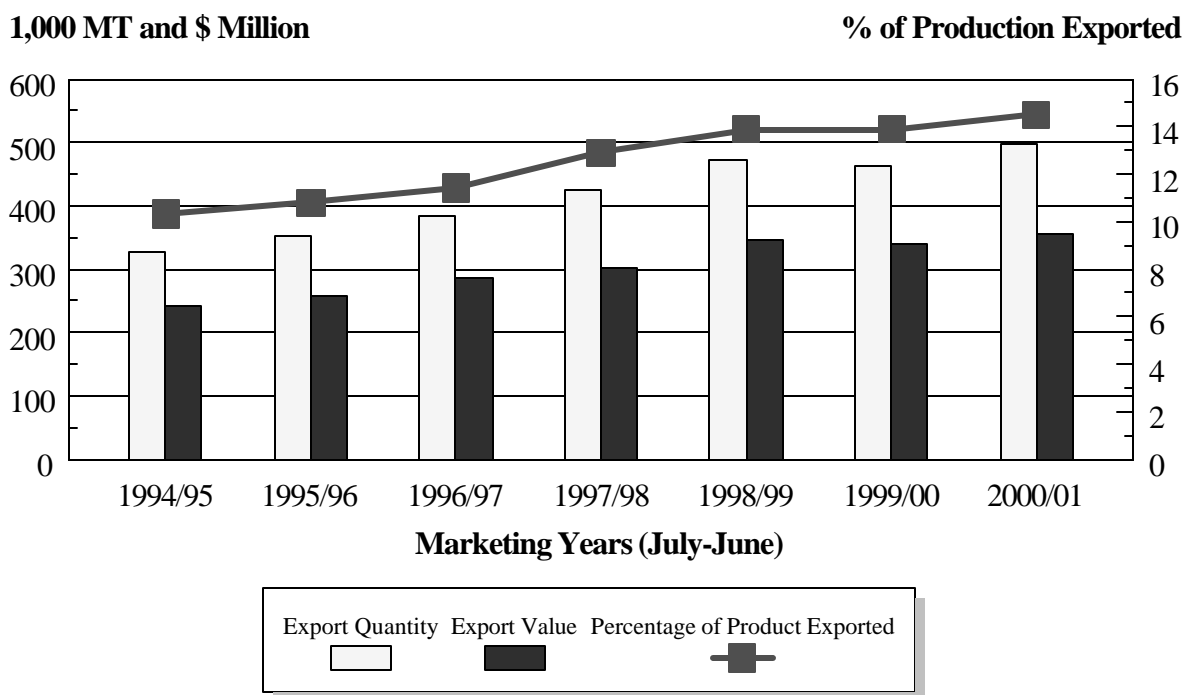
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World Horticultural Trade and U.S. Export Opportunities

U.S. Exports of Frozen Potato Fries Continue To Rise



Source: U.S. Census Bureau, USDA/NASS, and American Frozen Food Institute

The outlook for U.S. frozen potato fry exports is positive as foreign demand continues to expand. Both quantity and value of U.S. frozen potato fry exports attained records of almost 499,000 metric tons and \$356 million in marketing year 2000/01. During the past 10 years, the quantity and value of U.S. frozen fry exports have consistently increased, particularly to some East Asian countries, where the number of quick service restaurants has expanded significantly. In 2000/01, East Asian countries accounted for over 80 percent of U.S. fry exports. Japan alone accounted for about 44 percent of U.S. fry shipments followed, by China/Hong Kong, Republic of Korea, Mexico, and Taiwan. The top five export markets for frozen potato fries ten years ago were Japan, the European Union, Republic of Korea, China/Hong Kong, and Taiwan. Expansion of the international fast food industry, product quality, rising incomes, tariff reductions, and ongoing Market Access Program activities should continue to propel demand for U.S. potato fries.

**[Check Out the New U.S. Trade Internet System Website. Go to
<http://www.fas.usda.gov/ustrade>]**